

# Rtds in Kenya

June 2024

Table of Contents

## Rtds in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising preference for RTDs among young adults  
Spirit-based RTDs gain popularity among women  
Supermarkets, small retailers and e-commerce are key channels for RTDs

#### PROSPECTS AND OPPORTUNITIES

Category to weather the effects of inflation in the forecast period  
Consumers drive demand for lower-calorie and functional beverages due to health awareness  
Rising disposable incomes to drive growth of RTDs

#### CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2018-2023  
Table 2 - Sales of RTDs by Category: Total Value 2018-2023  
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2018-2023  
Table 4 - Sales of RTDs by Category: % Total Value Growth 2018-2023  
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023  
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023  
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of RTDs: % Total Volume 2019-2023  
Table 10 - NBO Company Shares of RTDs: % Total Volume 2019-2023  
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2023  
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2023-2028  
Table 13 - Forecast Sales of RTDs by Category: Total Value 2023-2028  
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028  
Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving.  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

### OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Kenya Breweries launches 'Tusker Ndimu' and 'Pilsner Mfalme'.  
Bila Shaka enters craft beer market with the launch of Capitan Lager  
KBL Launches a New Smirnoff Variant 'Pineapple Punch'  
KWAL rebrands Kibao Vodka as it targets a new generation of customers  
Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023  
Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023  
Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023  
Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023  
Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023  
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023  
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023  
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023  
Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023  
Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023  
Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023  
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028  
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028  
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028  
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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